

Making an "action plan" (also known as a Business Proposal)

1. Background information and the justification for your idea

Indonesia is a country of more than 200 million people with a strong and growing economy. As people get wealthier, there is a need for more leisure and recreational type activities. Golf is already a popular sport in Indonesia, and many people love to go to the driving range to practice hitting golf balls, but the traditional driving range has limits. It is for this reason that I would like to make a proposal to start a new type of driving range in Indonesia, which is called "Top Golf".

"Top Golf" is an exciting and impressive, new version of a driving range. At a "Top Golf" driving range, participants hit special golf balls, which have a micro-chip inside of the golf ball. The micro-chip can measure the distance that the ball travels as well as the location that the ball lands relative to a series of targets which participants try to hit towards (please see figures 1, 2, & 3 below). A large television inside the area where the participants are hitting the balls shows the participants information about their golf shot and allows for participants to compete against each other in a series of simple games to earn points.

Participants pay by the hour and anyone can play the different games, from beginners to experts. There is food that is served at the "Top Golf" facility and there is also a full bar for hosting parties or other large group events. Rental clubs are available for those who don't have their own clubs, and there is merchandise for sale as well.



Figure 1



Figure 2



Figure 3

2. Proposed timeline for project completion	
By Sep 4	"Action Plan" Completed and Submitted to Mr. Calvert
By Sep 9	Project Approved by Mr. Calvert
By Sep 13	Venture Capital Week Planning Complete
Sep 16-20	Week Without Walls
By Sep 24	All Materials Ready and Prepared for Venture Capital Week
Sep 25-27	Venture Capital Week in Grade 8 Piazza
By Sep 30	Final Assessed Blog Post is Complete and Uploaded

3. Methodology
In order to complete this project successfully, I need to do the following:
<ol style="list-style-type: none"> 1. Research and understand everything about Top Golf 2. Research and understand my potential investors (teachers) 3. Design an amazing "booth" for the Venture Capital Week 4. Learn basic economics (why do people make the investment decisions that they do?) 5. Learn basic geography - I will need to create a map for the Venture Capital Week 6. Study and prepare for possible questions that my potential investors will ask me during the Venture Capital Week.
I will know if my project is successful if:
<ol style="list-style-type: none"> 1. I am able to break-even after the Venture Capital Week

4. Proposed Costs	
I have researched all of the possible start-up costs associated with setting up a "Top Golf" center in Jakarta. The figures are shown below:	
Purchasing Land (4 hectares) in BSD	USD20,000,000
Building, Construction, and Maintenance Costs for 1 Year	USD4,000,000
Employee Costs for 1 Year	USD4,000,000
Electricity, Water, and Government Tax for 1 Year	USD3,000,000
Food & Beverage Costs for 1 Year	USD6,000,000
Total Start-Up Cost for First Year	USD37,000,000

5. Sources
<ul style="list-style-type: none"> • www.topgolf.com • Google Earth • http://economics.about.com/ • www.bsdcity.com • http://www.entrepreneur.com/article/81950

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Date: August 30, 2013